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**CHAIN PROMOTION AUTHORIZATION**  
**FOR USE BY FIELD SALES**

<b><u>DIVISION</u></b> G.P. Mitchell F.E. Cook F.J. Dejong	<b><u>CHAIN</u></b> Welsh Farms (2605-00-00)
<b><u>PROMOTION</u></b> Co-Marketing Promotion \$0.30 off all fast moving Winston styles including all styles of Winston Select.	
<b><u>SUPPLIER</u></b> Mclane	<b><u>DISTRIBUTION DATE</u></b> Promotion Date 6/13/95 -until stickers are gone.
<b><u>AUTHORIZED STORES</u></b> Mount Holly (488141) Cresskill (770885) New Milford (770809)	<b><u>BRAND ASSORTMENT</u></b> ALL styles of Base Winston and Winston Select.
<b><u>SPECIAL INSTRUCTIONS</u></b> <ul style="list-style-type: none"><li>Sales Reps should plan to contact these stores the week of June 13 to ensure sufficient product is in stock and has been stickered by the store manager. (Each store received enough stickers for approx. 530 packs to be stickered)</li><li>Please place price reduction signage and ensure product is properly displayed!!</li></ul>	
<b><u>AUTHORIZED SIGNATURE</u></b>	<b><u>DATE</u></b>

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Welsh Farms  
Winston Promotion

Mount Holly store  
Cresskill store  
New Milford store

**Promotion Starts:** Monday June 12, 1995 (stickers must be on all promoted packs no later than Thursday June 8, 1995.

**Implementation:** Welsh Farms store managers are to place \$0.30 green VPR sticker on all fast moving styles of Winston and Winston Select.

**Display:** All stickered product **Must** be displayed on our full price display.

**Payment:** As product sells, employees will remove top portion of green sticker and place it in the register **to be submitted back to Bob Brinkerhoff for payment.**

**Sales Reps:** will contact the three stores in which the program is being worked the week of June 12, - June 16 to place price reduction signage and ensure promotional placement.

Thank you in advance for your cooperation.

Audrey Evanchik

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